

DECLARATION AND POWER OF ATTORNEY

Atty Dkt. No.: NELSR-P01

As the below-named inventor, I hereby declare that (as used herein, all singular forms also include the plural form as the case may be):

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am an original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

ADVERTISING SYSTEM,

the specification of which is attached.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under \$1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I hereby appoint Frank G. Morkunas, Reg. No. 38,974, C/N 23,653, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

**CORRESPONDENCE ADDRESS.** Direct all telephone calls, and address all correspondence, to:



**23653**

PATENT TRADEMARK OFFICE

First Inventor's Name: Robert W. Nelson, U.S. Citizen

Residence: Ramona, California

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Ramona, California 92065

Signature \_\_\_\_\_

A handwritten signature in black ink, appearing to read "Robert W. Nelson". It is written over a horizontal line.

Date \_\_\_\_\_

**SEP 11 2003**